

A Marvelous Announcement When One Thinks How Near At Hand Is Christmas -- Thrifty Santa Clauses Will Seize This Opportunity

E. F. Gass & Son's 9th Anniversary Sale

"The Sale of the Hour"--The Sale That Definitely Establishes In The Eyes of the Public, the Gass Policy of "Every Advantage to the Customer--and Instantly!"

Ever since the first moment of "Break" in the market, the eyes of the nation's public have been riveted on the retail merchant! What was he going to do?—How would he stand on the question of disposing of his stocks he had bought at higher prices BEFORE the decline in the market?

We did not wait—But Blazed a Trail! with no delay—no fanfare and confusion—no counting of heavy losses.—E. F. Gass and Son Instantly Reduced Prices to meet the declining market. And as the crucial point was reached at the threshold of our Store's Ninth Birthday, the policy of reduction was carried to the point of lowering Prices **Below** the present wholesale market to add even Greater Sale Strength to Our Birthday Celebration.

Sale Opens Promptly at 8 A. M., Wednesday, Nov. 17th, With Every Department In This Great Store A-Buzz With Many Lots of Wanted, Seasonable Merchandise at Lower Than Pre-war Prices

Blouse Prices Shattered



Just one glance at the wonderful array of beautiful creations and you will not wonder at women coming miles to supply her waist needs for a year or more. Stunning, new merchandise that is decidedly in vogue—Yef E. F. Gass and Son shatters all precedents by lowering the prices nearly half. First, come

\$8.00 FANCY

Wash Satin Waists

\$5.95

Dozens of the season's smartest waists in Fancy Wash Satins—Dainty stripes and solid colors in dark and light shades including plain black. Nearly every one can be fitted—Then, come—

\$6.00 FANCY

Tub Silk
Waists
at **\$3.95**

Charming Waists in dainty stripe effects with the new Hi-lo neck and long sleeves—wonderful waist values, that will appeal to all.

Entire Stock of Furs So Low

You'll Come Miles to Buy Them for Xmas Gifts

In every wanted Fur—in the latest modes are Neck Pieces, Muffs, Sets and Coats.—At the lowest prices in years.

For Winter Comfort

Flannelette Gowns

\$1.98

Regular Values at \$3.00

Cut good and full, of best quality Flannelette in neat stripe and plain effects; medium and light colors. All sizes.

FOR XMAS GIFTS

LADIES' BATH ROBES

\$4.95

That were originally priced at \$7.00 Handsome patterns and colors in genuine Beacon Flannels. Many are fancy silk trimmed. All have cord and tassels.

TWO WONDERFUL VALUES IN

W's House Dresses

\$1.98 and \$2.89

\$8.00 values \$3.75 values
Sturdy dresses of Amoskeag Ginghams and best Scout Percales—Buy now and save.

DAINTY NEW

CAMISOLES

\$1.19

That sell in the regular way at \$1.50 Fancy silk stripe material with insert, top and straps of fillet lace. In pink only.

Bungalow Aprons

\$1.19

Regular \$2.25 Aprons

Nearly half the price is missing from the popular Aprons of best percales in neat figures and stripes. All sizes and colors.

WOMENS AND CHILDRENS

Knit Hoods

Special at
49c

Worth three and four times 49c. Knit from warm wool yarns. Any color you like.

BIG SAVINGS IN THESE

Flannelette Petticoats

98c

Originally sold at \$1.50 and \$1.75 Well made of extra heavy quality Flannellette in dark and light colors; plain and stripe effects.

KEEP LITTLE FINGERS WARM

Childrens Mittens

22c per Pair

That originally sold at 59c Knit from warm woolen yarns. All sizes in assorted colors.



9th Birthday Sale
of

Skirts
\$12.50 Values at
\$7.95

From America's greatest skirt tailors at a great sacrifice make these skirts one of the sensational values of the sale. Absolutely the latest styles in Fine Serges, Tricotines, web checks and plaids. Many are accordian pleated.

Extra Savings In Best Hosiery

Our Birthday Sale offers generous savings on women's and children's stockings. All are of the very best quality.

Ladies' Lisle Hose—Extra quality lisle stockings, full fashioned and reinforced at points of wear. In colors of Cordovan, black and white, all sizes; Regular 89c Hose, the pair **55c**

Ladies' Burson Hose—A good full fashioned lisle stocking with double toes and heels; in brown, navy, black and white, 59c to 89c values, the pair **45c**

Ladies' \$3.00 Silk Stockings—very best quality, pure thread silk hose, full fashioned and reinforced at points of wear. All sizes in Brown, Black and White, Sale price, pair **\$1.95**

Ladies' Wool and Silk Hose—The very latest in all the fancy shades. Specially priced, the pair **\$2.79**

15c Human Hair Nets 10c

Snug Fitting Cap Shape Hair Nets in all colors—Very Special.

Ladies' \$1.25
Suedene Gloves **95c**
For winter wear in brown, champaign, grey, black and white. All colors.

Kayser's Real \$2.50
Chamoisette Gloves **\$1.75**
Gauntlet style in shades of Mastic, Beaver and white. All sizes.



Childrens Coats at Big Savings

Warm Comfy Little Coats at Prices That Will Induce Mothers to Buy Now!

Childrens

Silk Velour Coats

\$9.95

Formerly Priced \$15.75

New and bewitching styles in these splendid quality Silk Velour Coats—All have collars of Fur fabric. Twill quilted linings; sizes 3 to 7. All colors

Desirable Coats of Black Curacil trimmed in contrasting colors of fur fabric. Twill quilted lining. Included are Coats of Silverstone with fancy linings. Sizes 8 to 12.

Childrens \$3 Gingham Dresses \$1.95

Well made and well fitting little frocks of good quality gingham in neat plaid effects with plain collars and cuffs. Sizes 6 to 14 years.

35c Black Hose, Pair **19c**
A splendid saving in Children's Black Ribbed Stockings. All sizes.

\$1.50 Rompers
Choice **95c**
Children's Rompers of best wearing materials in sizes 1 to 6.

E. F. Gass & Son
Decatur, Indiana

Winter Underwear

Ladies' Union Suits—Vellastic and Set Snug brands—Excellent ribbed garments, long sleeves, ankle length. Regularly priced at \$2.50 and \$2.75. Sale price **\$1.95**
The suit in sizes 34 to 40. Odd sizes 40 to 44 at \$2.24.

Ladies' Fleeched Union Suits—First quality garments; short sleeves, ankle length, all sizes, \$2.50 regular. Sale price, the suit **\$1.89**

Boys' Union Suits—Heavy ribbed and fleeced, sizes 24 to 34. Regularly priced at \$1.75. Sale price, the suit **\$1.29**
All Italian Silk Underwear Reduced 10 to 20%.

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